



Innovative Care Delivery Models & Technology Solutions for the Management of Back Pain

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Monday, March 28th, 2022
8:05-8:30am

Agenda

- Telehealth/Telemedicine
- Digital Technology Solutions
- Virtual Reality

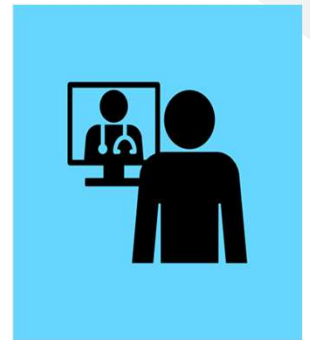


Telehealth/Telemedicine “Remote Patient Care”

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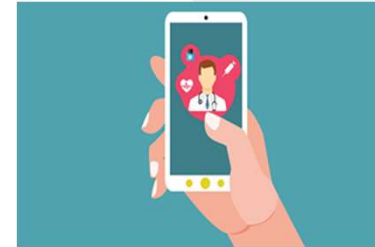
- Definition: use of interactive audio and video communication between a health care professional and a patient for the purpose of diagnosis, consultation, or treatment
- HIPAA-compliant and delivered via a secure and private data connection
- Telehealth use by physicians peaked during the pandemic and now falling
 - From 25 percent of physicians in 2018 to almost 80 percent in 2020
 - 840K Medicare visits in 2019 → 52.7 million in 2020
 - Now down to about 11-17% of all visits
 - 38 million non-Medicare patients in 2020 → 30 million in 2021



Telehealth—Perceived Benefits

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- Increased access
 - Residents of rural or remote areas
 - Homebound or mobility issues
 - Lack of adequate transportation or childcare
 - BH conditions (e.g., anxiety, autism) hindering travel to a clinician's office or long waits in the office
 - Immunocompromised or other high risk patient
 - Stigma of seeking care for substance use disorder
- Payment parity for clinicians
- Payer cost savings from avoided (unnecessary) labs, studies, ED visits
- Patient convenience and cost savings (time away from work; parking fees/gas)
- Improved communication between providers and patients
 - Patients may feel more comfortable or safer in home environment
 - Glimpse into patient's home and potential social determinants of health

Telehealth—Perceived Challenges

- Limited access to technology or to reliable internet connection
- Lack of skills in using technology
- Difficulty in positioning the camera for physical exam
- Certain cognitive, physical, visual, or sensory, impairments
- Patient safety
- Less personal for some patients
- Validity and reliability concerns
- Inability to perform complete physical examination
- Medically necessary procedure or study
- Overutilization of antibiotics
- Increased utilization or duplicative visits
- Payment parity for clinicians
- State licensure regulations





Digital Musculoskeletal Programs

Digital Musculoskeletal Care is Booming

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SWORD Health Raises \$163M and Reaches \$2B Valuation as the Fastest-Growing Digital MSK Company

November 22, 2021



RecoveryOne Closes \$33 Million Series C Financing

September 14, 2021



Hinge Health scores \$300M series D to expand digital musculoskeletal health solution

January 8, 2021



Kaia Health Raises \$75 Million in Series C Financing to Expand Digital Therapies and Treatments in the U.S. and Europe

April 29, 2021



NEW YORK CITY BASED VORI HEALTH IS RAISING \$52,750,004 IN NEW EQUITY INVESTMENT

September 13, 2021



SpineZone Raises \$12 Million Series A Round

February 26, 2021

Digital Health Technologies

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- FDA definition: include categories such as mobile health (mHealth), health information technology (IT), wearable devices, telehealth and telemedicine, and personalized medicine
- Digital health technologies use computing platforms, mobile applications, connectivity, software, and sensors for health care and related uses
- Personalized care pathways that collect data and deliver tailored content to patients and clinicians
- Generally insufficient evidence in the published, peer-reviewed literature of effectiveness and safety—lack of randomized controlled clinical trials



Digital Musculoskeletal Programs

- Very few have built a comprehensive, end-to-end solution
- May include one or more of the following components
 - Data analytics and data mining
 - Digital platform
 - Preferred provider networks / centers of excellence
 - Clinical pathways; training to provider network
 - Artificial intelligence; e.g., AI-enabled movement assessment; injury prevention
 - Health coaching
 - Navigation services
 - Shared decision-making, educational content, group classes
- Telehealth visits (provider types vary by vendor):
 - Physical Therapist, Chiropractor, Nutritionist, Certified Health Coach, Social Worker, Psychologist, Advanced Practice Provider, Physiatrist, Other MDs



Demo

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Virtual Reality

Virtual Reality—EaseVRx

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- November 16, 2021: FDA authorized marketing of EaseVRx manufactured by AppliedVR
- EaseVRx: a prescription-use, immersive virtual reality (VR) system for at-home use for treatment of chronic low back pain in adults
- Employs the principles of cognitive behavioral therapy (CBT) and other behavioral therapy techniques for reduction of pain and pain interference
- Eliminates or reduces the need for opioids
- Treatment program consists of 56 VR sessions 2-16 minutes in length, daily over the 8-week treatment program



Virtual Reality—Clinical Study

- Randomized, double-blinded clinical study of 179 participants with chronic LBP
- Baseline and post-treatment assessments, and follow-up at 1, 2, 3, and 6 months
- At end of treatment:
 - 66% of EaseVRx participants reported >30% reduction in pain, compared to 41% of control participants
 - 46% of EaseVRx participants reported >50% reduction in pain compared to 26% of control participant
- Follow-up:
 - All participants in the EaseVRx group: 30% reduction in pain at the 1-, 2-, and 3-month follow-up marks (30% reduction in pain remained for all outcomes with the exception of pain intensity)
 - Control group reported a reduction in pain below 30% at the 1-, 2-, and 3-month follow-up for all outcomes

Virtual Reality—FDA Review

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- Breakthrough Device designation: intended to treat or diagnose a life-threatening or irreversibly debilitating disease or condition, plus one of the following:
 - device must represent a breakthrough technology
 - there must be no approved or cleared alternatives
 - device must offer significant advantages over existing approved or cleared alternatives; or
 - the availability of the device is in the best interest of patients
- Creates a new regulatory classification: subsequent devices of the same type with the same intended use may go through the FDA's 510(k) premarket process





Conclusion

Innovative Technologies in the Treatment of LBP: Takeaways

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- Investors are pouring multimillions of dollars into digital technologies for the treatment of back pain
- Innovative technologies seek to promote a patient-centric approach with patient self-management
- Limited studies are available demonstrating the long-term clinical and cost effectiveness of a variety of digital technologies
- The balance between digital health and in-person visits is still to be determined
- When used, innovative technologies should be part of a comprehensive plan that promotes integrated care delivery and a holistic approach

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